

# INTEROFFICE MEMORANDUM

July 9, 2012

TO:

**PUBLIC FILE** 

FROM:

Roselia Hernandez (Research and Program Coordinator)

**SUBJECT:** FCC COMMERCIAL LIMITS WITHIN KIDS PROGRAMMING

The Children's Television Act and the FCC's rules impose the following commercial limits:

- 1. Children's programming targeting children 12 and younger may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends, and no more than 12.0 minutes of total commercial matter per clock hour on weekdays.
- 2. On and after January 1, 2006, children's programming may not direct viewers to an internet website unless the website offers a substantial amount of bona fide program-related or other non-commercial purposes (that is, e-commerce or advertising); the website's home page and other menu pages clearly distinguish between the website's commercial and non-commercial sections; and the pages of the website to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (that is, the page has no link labeled "store" or direct links to other pages with commercial material).
- 3. On and after January 1, 2006, neither children's programming nor commercials aired during children's programming may display internet website addresses that direct viewers to internet websites that utilize a program's characters to advertise promote or sell products or services.

After review of internal channel records and documentation provided to us by program suppliers, KTNV hereby certifies that it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements. Details are below.

Signed Roselia Menandy

For kids programming targeting children 12 and younger, during the 2nd quarter 2012, KTNV broadcast less than 10.5 minutes of commercial matter per clock hour on weekends and less than 12 minutes of commercial matter per clock hour on weekdays on Channel 13.1. See attached schedule for details.

For kids programming targeting children 12 and younger, during the 2nd quarter 2012, Mexicanal inserted 2-3 minutes of commercial matter per half hour in each Mexicanal kids program on Channel 13.2. Their schedule is attached. KTNV did not insert any additional commercial matter into kids programming on its Mexicanal programming stream.

The Live Well Network did not include any programming targeting children 12 and younger on Channel 13.3

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ramming	Childrens Programming	en.	2 Saturday	05/19/12	11:54:40 AM	AU Domestic Local Dealer	HC 5/12 TV	No	T	
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ramming .	Childrens Programming	2	-	4	9:46:33 AM	AU Auto Dealer Group	4th Q 2011 UD Weight	Yes	ъ	MG for 6.19,6.28,6.15,6.23,6.22,6.17,6.20,6.27,6.21,6.13,6.18,6.25
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ramming	Childrens Programming		Saturday	04/07/12	10:40:18 AM	PF Legal	April Schedule	No	ס	
ramming	Childrens Programming	22	Saturday	04/07/12	11:29:25 AM	VS Production	wk of 4-2, 1st gtr 2012	No	ס	
ramming	Childrens Programming	2	Saturday	03/31/12	11:59:41 AM	FE Furniture	April 2012 - Impact Plus	No	P	
remming	Childrens Programming	23	_	03/31/12	10:29:41 AM	FE Furniture	April 2012 - Impact Plus	Yes	P	MG for 1.2,1.5,1.3,1.1,1.4
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12 05/02/12 1:34:52 PM	05/02/12	M-Su ROS		WX FIRST KIDS HD	TNV100703	05/27/12	06/21/12	05/12/13	05/14/12	$\dashv$	VSA	MWRIG	Levy Production Group	BROADCAST
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11 07/08/11 12:39:30 PM	07/08/11	M-Su ROS		BB101019	TNV4734	05/20/12	05/14/12	07/29/12	12/25/11	$\dashv$		$\dashv$	Thomas & Mack	BROADCAST
12 03/22/12 1:46:07 PM	03/22/12	Weekend Various		HC050912T	TNV4412	05/20/12	05/14/12	05/28/12	05/09/12		VSA	_	McCarthy Companies, Inc.	CALENDAR
1	11/30/11	M-Su ROS		Crosswalk 122311 10	TNV3173	05/20/12	05/14/12	05/27/12	04/30/12	-	LASV	MWRIG	Jasro	BROADCAST
11 09/26/11 4:31:33 PM	09/26/11	M-Su ROS		Calamity B&W	TNV1843	05/20/12	05/14/12	21/72/50	04/30/12			GVALE	Koch, Jan Paul	BROADCAST
_	04/13/12	Th-Su ROS		WFTV12592815	TNV4875	05/20/12	05/14/12	06/03/12	04/30/12	H	LASV	JMILL	Walker Furniture	BROADCAST
т	04/20/12	Weekend Various		SNHD120609	TNV4520	05/13/12	05/07/12	07/29/12	05/01/12	Loc	VSAJ	JMILL	Arrownead Advertising	CALENDAR
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Г.	03/13/12	M-Su ROS		NF-Foreclosure Blue	TNV2541	04/15/12	04/09/12	06/24/12		ő	LASV	╛	Napoli, Frank	BROADCAST
┰	08/09/11	M-Su ROS		SRHKTNVCardiacHD	TNV1462	04/15/12	04/09/12	04/22/12	Н	Н		-1	Catholic Healthcare West	BROADCAST
1	ed 03/22/12	Promotional Spots/ Tagged		Panda JJ Promo 1 HD	TNV2104	04/15/12	04/09/12	06/24/12	03/26/12	Н		_	Peters & Associates, LLP	BROADCAST
12 03/14/12 6:43:40 PM	03/14/12	M-Su ROS		WFTV12591715	TNV2937	04/15/12	04/09/12	04/28/12	03/26/12	LOC.	LASV	JMILL	Walker Furniture	BROADCAST
✝	12/13/11	W-Su ROS		Triple Itl REVISED	TNV4648	04/15/12	04/09/12	07/01/12	04/11/12	5		JMILL	Q Advertising	BROADCAST
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12 03/22/12 6:17:05 PM	03/22/12	Sa-Su 9a-1135p		TopDollarGold&JewelselIHD	TNV5277	04/01/12	03/26/12	04/29/12	03/26/12	-		KMN	Lynn's World (Direct)	BROADCAST
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_	03/14/12	M-Su ROS		WFTV125905	TNV2199	04/01/12	03/26/12	04/28/12	03/26/12	Н	VSAI	JMIL.	Walker Furniture	BROADCAST
Т	03/14/12	M-Su ROS		WFTV12590715	B022/NI	04/01/12	03/26/12	04/28/12	03/26/12	ᅱ	VSA	JMIE	Walker Furniture	BROADCAST
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12 03/28	-	Sa-Su 9a-1135p	Oversold	KiddingMe-ExCnsgnmt HD	TNV5274		03/31/12	04/29/12	03/26/12		$\overline{}$	KMINI	Lynn's World (Direct)	BROADCAST
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# April-May-June CERTIFICATION OF COMPLIANCE WITH COMMERCIAL LIMITS IN CHILDREN'S PROGRAMMING, SECOND QUARTER 2012

MEXICANAL aired the following programming originally produced and broadcast primarily for an audience of children twelve years old and younger during this quarter.

Children's Program	Description	Days & Times Aired	Times aired in the period	Commercial time (min, sec)
Club C7 (e/i)	A children's show where the main characters are kids like you, who invite you to come explore, create and discover everything around us, with a variety of activities which will make you put on your thinking caps and enjoy yourselves. We learn while having fun. Our young hosts will show you interesting sites around the state of Jalisco and of course introduce you to the culture, sports, and lots of entertainment.  Target Age Group: 4-10	Mon 06:00 - 06:30 AM PT Mon 08:00 - 08:30 AM CT Mon 09:00 - 09:30 AM ET Fri 06:00 - 06:30 AM PT Fri 08:00 - 08:30 AM CT Fri 09:00 - 09:30 AM ET Sat 10:30 - 11:00 AM PT Sat 12:30 - 01:00 PM CT Sat 01:30 - 02:00 PM ET	43 total	2 min
Kabum (e/i)	Enjoy yourself with the children's program made for children like you. Discover inventions, novelties, animals and games, while we make new friends in Oaxaca and other places in Mexico.  Taget Age Group: 6-12	Tue 06:00 - 06:30 AM PT Tue 08:00 - 08:30 AM CT Tue 09:00 - 09:30 AM ET  Thu 06:00 - 06:30 AM PT Thu 08:00 - 08:30 AM CT Thu 09:00 - 09:30 AM ET  Sat 10:00 - 10:30 AM PT Sat 12:00 - 12:30 PM CT Sat 01:00 - 01:30 PM ET  Duration: 30 minutes	43 total	2 min
Viva la Pelota (e/i) Long Live The Ball	This children's show from Chiapas has as its main objective the promotion of values. While entertaining kids, it also motivates them to take care of the environment, and to foster brotherhood. Parents are invited to work together with their children to promote change in society. Target Age Group: 6-12	Sat 09:00 - 10:00 AM PT Sat 11:00 - 12:00 PM CT Sat 12:00 - 01:00 PM ET Duration: 60 minutes	13 total	3 min
De Rebote (e/i) Rebound	A half-hour children's program that targets kids between the ages of 6 and 12. The kids' comments on the daily topics that surround them show us how they perceive social phenomena. By exploring how they make sense of these topics, according to their level of understanding and familiar context, "De Rebote" helps to improve the holistic development of children.  Target Age Group: 6-12	Wed 06:00 - 06:30 AM PT Wed 08:00 - 08:30 AM CT Wed 09:00 - 09:30 AM ET Duration: 30 minutes	13 total	2 min
Club de la Galaxia (e/i) Galaxy Club (Premiere May 5)	A place where children can have fun while learning to develop their imagination through content created especially for them.	Sat 11:00 - 12:00 PM PT Sat 01:00 - 02;00 PM CT Duration: 60 minutes	9 total	2 min



The Children's Television Act and the FCC's rules impose the following commercial limits:

- 1. Children's programming may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends and no more than 12.0 minutes of total commercial matter per clock hour on weekdays.
- 2. On and after January 1, 2006, children's programming may not direct viewers to an internet website unless the website offers a substantial amount of bona fide program-related or other no-commercial purposes (that is, e-commerce or advertising); (iii) the website's home page and other menu pages clearly distinguish between the website's commercial and non-commercial sections; and (iv) the pages of the website to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (that is, the page has no link labeled "store" or direct links to other pages with commercial material).
- 3. On an after January 1, 2006, neither children's programming not commercials aired during children's programming may display Internet website addresses that direct viewers to Internet websites that utilize a program's characters to advertise, promote, or sell products or services.

After due review of internal channel records and documentation provided to us by program suppliers, Mexicanal hereby certifies:

X	That it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements.
	That it not complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements, as explained in Attachment A hereto.

Fernando Polar Chief Financial Officer

July 3, 2012

# Aqua Kids Adventures

FCC E/I Children's Programming Production Statement 26 episodes x 30 minutes Age group; K13-16 / TV-G

### **Closed Captioning:**

Programs will be delivered fully Closed Captioned.

#### FCC E/I:

- \* Program Producers verify that they follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational/Informational Program for kids primarily up to age 16. The show is targeted to children ages 13-16.
- \* Program Producers will deliver program to station with the FCC's required E/I logo on screen for the entire duration of the program (not necessary during commercial time.)

### Commercial Limits:

\* Program Producers will keep total commercial time within the program to 7:00 or less.

# FCC E/I compliant website:

- \* Program Producers warrants that Aqua Kids Adventures is in full compliance with FCC regulations.
- \* Additionally, Program Producers will neither mention nor show onscreen any website inside the program content of Aqua Kids Adventures with the exception of: <a href="http://aquakids.tv/">http://aquakids.tv/</a>
  <a href="http://adventureproductions.com">http://adventureproductions.com</a>
- \* Program Producers agree to maintain the website <a href="http://aquakids.tv/">http://aquakids.tv/</a> in a manner in compliance with the FCC Kids E/I guidelines. Program Producers agrees to give 5 days notice prior to adding any ads, logos or potentially commercial material to the website in order for stations to review material.

## No Host Selling:

- \* Program Producers will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.
- \* Program Producers will not use any program character, host, or the program's name to endorse any website or web product within the program itself nor during any commercial time within the program.

Produced by:
Adventure Productions
George Stover -- Producer
7718 Belair Road, Suite 2, Baltimore, MD 21236
410-663-5093 Fax: 410-663-3930
george@aquakids.tv
www.aquakids.tv

Distributed by:

Showplace Television Syndication
Hal Pontious - President
3023 N. Clark St. #890, Chicago, IL 60657
773-935-1572 Fax: 206-984-4179
halp@showplaceonline.com
www.showplaceonline.com



# Real Life 101

FCC E/I Children's Programming Production Statement
Effective 9/5/2010
26 episodes x 30 minutes
Age group: 13-16 / TV-G

#### **Closed Captioning:**

Programs will be delivered to stations fully Closed Captioned.

#### FCC E/I:

- \* Program Producers verify that they follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational/Informational Program for kids primarily up to age 16. The show is targeted to children ages 13-16
- \* Program Producers will deliver program to station with the FCC's required E/I logo on screen for the entire duration of the program (not necessary during commercial time.)

# Commercial Limits:

\* Program Producers will keep total commercial time within the program to 7:00 or less.

### FCC E/I compliant website:

- \* Program Producers warrants that Real Life 101 is in full compliance with FCC regulations.
- \* Additionally, Program Producers will neither mention nor show onscreen any commercial website inside the program content of Real Life 101 with the exception of the series website <a href="http://www.ri101.com">http://www.ri101.com</a>
- \* Program Producers agree to maintain the website <a href="http://www.r1101.com">http://www.r1101.com</a> in a manner in compliance with the FCC Kids E/I guidelines. Program Producers agrees to give stations 5 days notice prior to adding any ads, logos or potentially commercial material to the website in order for stations to review material.

#### No Host Selling:

\* Program Producers will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.

#### Produced by:

The Television Syndication Company, Inc. Cassie Yde – Executive producer 520 Sabal Lake Drive, Suite 108 Longwood, FL 32779 Ph: 407-788-6407 Fax: 407-788-4397 cassie@lvsco.com www.lvsco.com

#### Distributed by:

The Television Syndication Company, Inc. Cassie Yde-President 520 Sabal Lake Drive, Suite 108 Longwood, FL 32779 Ph: 407-788-6407 Fax: 407-788-4397 cassie@tvsco.com



# MAJOR DECISION FCC E/I Children's Programming Production Statement Effective 5/1/2010 20 episodes x 30 minutes Age group: 13-16 / TV-G

Closed Captioned

#### **Closed Captioning:**

Programs will be delivered to stations fully Closed Captioned.

#### FCC E/I:

- \* Program Producers verify that they follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational/Informational Program for kids primarily up to age 16. The show is targeted to children ages 13-16
- \* Program Producers will deliver program to station with the FCC's required E/I logo on screen for the entire duration of the program (not necessary during commercial time.)

#### Commercial Limits:

\* Program Producers will keep total commercial time within the program to 7:00 or less.

# FCC E/I compliant website:

- \* Program Producers warrants that Major Decision is in full compliance with FCC regulations.
- \* Additionally, Program Producers will neither mention nor show onscreen any commercial website inside the program content of Major Decision with the exception of the series website.
- \* Program Producers agree to maintain the website in a manner in compliance with the FCC Kids E/I guidelines. Program Producers agrees to give stations 5 days notice prior to adding any ads, logos or potentially commercial material to the website in order for stations to review material.

# No Host Selling:

\* Program Producers will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.

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